AMENDMENTS TO THE SPECIFICATION

Please amend the paragraph beginning on page 23, line 9, as follows:

If a request is received from the user to redeem a coupon at a block 1814, a block 1820 indicates that the coupon can be redeemed online. The block 1820 represents a series of transactions performed in order to complete an online redemption. This may include connecting to the merchant web site 124 and supplying the user with a discount code for use at check-out. If a request to redeem a coupon is not received at a block 1814, the coupon can be stored or another transaction can be performed at a block 1816. Transactions that can be performed are varied and can include the printing of a coupon or storing of coupon information on a smart card for point-of-sale redemption. Other transactions available were discussed ~~previuosly~~ previously and include sending of the coupon by e-mail and/or arranging to have reminders of a coupon expiration date sent to a user. At a block 1818 a transaction can be resumed or coupon information accessed. The user can access coupon information from the My Coupons area of the interactive coupon channel 502 and sort coupons by expiration date or subject matter. The user may want to print out a coupon or store information on a smart card. If a request is received to redeem a coupon, the user can be returned to block 1814 and then move onto the block 1820 to complete the transaction.

Please amend the paragraph beginning on page 23, line 26, as follows:

In conclusion, an embodiment of the invention provides the interactive coupon channel 502 for interactive television. The interactive coupon channel 502 serves as a channel which can perform many tasks related to coupons, which otherwise would have to be done manually and inefficiently. These functions include finding, organizing and retrieving coupons. The interactive coupon channel 502 can be accessed by tuning directly to the channel or through a link from another channel. The interactive coupon channel 502 can also be presented to the user in the form of an announcement which appears while the user is watching television. An ATVEF trigger can be inserted into the vertical blanking interval of the television signal of the television commercial or program. Trigger insertion can occur so that the user is presented with

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coupons related to the subject matter of the commercial or program the user is viewing. The announcements can be correlated to user-related data so that the coupons announced are user-specific (for example, only the coupons in the user's local geographic area are ~~annouced~~ <u>announced</u>).

The abstract has been amended, and a replacement page showing the amendments is attached.

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